



Course Syllabus

Course Code	Course Title	ECTS Credits
MKTG-310DL	Integrated Marketing Communications	6
Prerequisites	Department	Semester
MKTG-291DL	Management	Fall/Spring
Type of Course	Field	Language of Instruction
Required	Marketing	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Prof Ioanna Papasolomou	3 rd
Mode of Delivery	Work Placement	Co-requisites
Distance Learning	None	None

Course Objectives:

The main objectives of the course are to:

- Provide a foundation for discussing Integrated Marketing Communications (IMC) by examining the nature of IMC, its components and the emerging trends in marketing communications.
- Analyze the Branding Process by focusing on the role and importance of corporate and brand image.
- Analyze Buyer Behaviour and the trends in the Consumer Buying Environment.
- Explore the Integrated Marketing Communications Planning process.
- Study and assess the IMC Advertising Tools: (Advertising Campaign Management, Advertising Design and Traditional Media Channels).
- Examine Digital and Alternative Marketing (Digital Marketing, Social Media, Alternative Marketing).
- Appreciate the importance and role of the IMC Promotional Tools (Database and Direct Response Marketing & personal Selling, Sales Promotion, Public Relations & Sponsorship programs).
- Study IMC ethics, regulation, and evaluation.
- Design, develop, implement and evaluate IMC campaigns.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Appreciate the nature of IMC, its components and emerging trends in marketing communications.

2. Appreciate the importance of the branding process, corporate image and brand image.
3. Evaluate the complexity of buyer behaviour and the recent trends and developments in the consumer buying environment.
4. Assess the stages of the IMC Planning process.
5. Assess the IMC Advertising Tools, Advertising Campaign Management, Advertising Design and Traditional Media Channels).
6. Evaluate the role and importance of Digital and Alternative Marketing (Digital Marketing, Social Media, Alternative Marketing).
7. Appreciate the role of the IMC Promotional Tools (Database and Direct Response Marketing & Personal Selling, Sales Promotion, Public Relations & Sponsorship programs).
8. Study IMC ethics, regulation, and evaluation.
9. Design, develop, implement and evaluate IMC campaigns.

Course Content:

PART ONE: THE IMC FOUNDATION

1. *Introduction to Integrated Marketing Communications (IMC)* (Chapter 1): IMC involves the coordination of the various elements of marketing and communication programs including advertising into a “one look, one voice” approach.
2. *Brand Management* (Chapter 2): the chapter explores several brand related issues such as how a brand’s image affects consumers and other stakeholders, the elements involved in identifying, creating, rejuvenating, or changing a brand’s image, how are brands developed, built, and sustained in order to build brand equity and how brands are managed in international markets.
3. *Buyer Behaviour* (Chapter 3): the chapter explores among other issues some of the core models of how individuals evaluate purchasing alternatives, what trends are affecting the consumer buying environment, and how can a company overcome international differences when adapting to buying processes.
4. *The IMC Planning Process* (Chapter 4): after reading this chapter the students will be able to understand why marketing research is critical to the IMC planning process and the important role played by Market Segmentation, Targeting and Positioning in the IMC planning process.

PART TWO: IMC ADVERTISING TOOLS

5. *Advertising Campaign Management* (Chapter 5): after studying the chapter the students will be able to understand the theoretical context of the advertising management process, why companies employ an external advertising agency and how they select them, the key advertising campaign parameters and the implications of advertising management in the global arena.
6. *Advertising Design* (Chapter 6): the chapter sheds light onto how message strategies are used in developing effective advertisements, the seven main types of advertising appeals, the role of the executional framework in advertising design and the importance of sources and spokespersons in the advertising design.
7. *Traditional Media Channels* (Chapter 7): The chapter discusses the media strategy, the elements and individuals involved in media planning, the primary advertising objectives, the

advantages and disadvantages of each traditional advertising mediums and how the marketing team uses the media mix to increase advertising effectiveness.

PART THREE: DIGITAL AND ALTERNATIVE MARKETING

8. *Digital Marketing* (Chapter 8): the chapter explains the nature of digital marketing, explains how Web 4.0 affected the field of marketing communications, how e-commerce programs and incentives build a stronger customer base and overcome consumer concerns, describes the digital strategies that marketing professionals employ and the types of web advertising that companies use to reach consumers.
9. *Social media* (Chapter 9) and *Alternative Marketing* (Chapter 10): after reading chapter 9, students will understand what constitutes social network, what are the unique characteristics of primary social media websites, the key social media marketing strategies employed by companies and how can marketers use social media strategies in international operations. Chapter 10 aims to explain buzz marketing, guerilla marketing, lifestyle marketing and experiential marketing and how these can enhance the marketing communication program. The chapter also explores the emergence of video game advertising in marketing communications and the ways in which brand communities can enhance brand loyalty and devotion.

PART FOUR: IMC PROMOTIONAL TOOLS

10. *Database and Direct Response Marketing and Personal Selling* (Chapter 11): the chapter explores the role database marketing lays in creating and enhancing relationships with customers, how database-marketing programs create sales and build bonds with customers, and which tasks are involved in successful personal selling programs for consumers and businesses.
11. *Sales Promotions* (Chapter 12) and *PR & Sponsorship Programs* (Chapter 13): Chapter 12 explains the key differences between consumer promotions and trade promotions, the ways in which the various types of consumer promotions help to pull customers into stores and push products onto the shelves and eventually end users. Chapter 13 explores the relationships between public relations and the marketing activities that are performed by a company, how PR functions can build better relationships in internal and external stakeholders, the ways in which marketers tie sponsorships to PR efforts to strengthen a customer base and the roles event marketing plays in creating customer excitement and brand loyalty.

PART FIVE: IMC Ethics, Regulation, and Evaluation

12. *Regulations and Ethical Concerns* (Chapter 14): the chapter explains which laws and agencies regulate marketing communications, the ethical criticisms that have been registered against advertising and marketing practices and the marketing tactics that raise ethical concerns.

Learning Activities and Teaching Methods:

Case study analysis, weekly interactive exercises, forum discussions, videos, academic journal articles, synchronous meetings (WebEx), chats, blog exercises (authors' blog for the textbook), and other formative and summative assessments.

Assessment Methods:

Final Exam, Course Assignment/Project, Webex Participation, Interactive Homework Activities

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Integrated Advertising, Promotion and Marketing communications, 9 th Ed.	Clow, K.E. and Baack, D. (2022)	Pearson	2022	1-292-41121-X 978-1-292-41121-7
Marketing communications: A European Perspective, 6 th Ed.	De Pelsmacker, P., Geuens, M., and Van Den Bergh, J.	Pearson	2018	978-1-292-13576-2

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Advertising and Promotion: An Integrated Marketing Communications Perspective, 12 th Ed.	Belch, G. and Belch, M.	McGraw-Hill	2021	978-260259315 1260259315
M: Advertising, 3 rd Ed.	William Arens and Michael Weigold	McGraw-Hill International Editions	2017	1260052206 9781260052206
M: Advertising, 3 rd Ed. (SmartBook)	William Arens and Michael Weigold	McGraw-Hill International Editions	2017	1259900096 9781259900099